

## DRAFT

# The Public Involvement Plan for the Georgia Statewide Transportation Plan and Process

## ■ 1.0 The Objective – Creating a Plan for Public Outreach

The Public Involvement Plan (PIP) outlines the *public* outreach strategies for the Georgia Statewide Transportation Plan (SWTP). It provides a framework for reaching people, businesses and organizations involved in transportation-related activities so that they may put *their* fingerprints on Georgia’s 25-year plan for transportation. Through a successfully organized PIP, the Statewide Transportation Plan’s public outreach initiative can play a role in reaching a large and diverse cross-section of Georgians.

## ■ 2.0 The Purpose – Imprinting the Plan with Stakeholders’ Ideas

The primary purpose of the PIP is to guide statewide public involvement activities during the 20-month SWTP process. The PIP outlines opportunities for citizens and interest groups to offer comments on the existing SWTP goals, respond to economic forecasts that may impact the State’s transportation system, identify unmet transportation needs, and refine transportation improvement priorities and transportation initiatives that should be considered in the statewide planning effort.

Because expectations are different for Georgia’s 159 counties, 533 municipalities and hundreds of local government authorities, the PIP will respond to the diverse needs of different regions of the state. Throughout the SWTP process, the PIP will:

- *Involve* the stakeholders with early opportunities for participating in the decision-making process throughout the Plan’s development, particularly minorities and low-income persons and others covered by Environmental Justice (EJ) regulations.
- *Listen* to concerns and issues of the Transportation Plan’s stakeholders living in the different regions of the state;
- *Inform* the stakeholders in a timely manner of the Transportation Plan’s progress and recommendations; and
- *Learn* from the stakeholders about ideas for solutions to transportation problems.

## ■ 3.0 The Approach

The PIP's approach to stakeholder involvement includes six key aspects:

- **What** are the levels of involvement?
- **Who** are the stakeholders?
- **How** will we make sure everyone is included?
- **What** will be the timing of involvement?
- **How** will the meeting format be structured?
- **What** will be the media approach?

### **The Levels of Involvement – Operating at Different Outreach Levels**

#### ***General Public***

Working through media outlets such as radio, television and newspapers, and the Internet, the general public will be made aware of scheduled meetings and opportunities and outlets for review and comment.

#### ***Individual and Organized Stakeholder Entities***

The focus of the PIP will be the *public stakeholder*, either as an *individual stakeholder* or *organized stakeholder entity* concerned with transportation-related issues such as moving goods and people, congestion management, access to the transportation network for work and leisure, environmental impacts, and distribution of transportation improvements.

Sizable efforts will be expended to engage the *individual stakeholder*, but this can often be difficult with a Plan that covers a wide geographic area and timeframe. Therefore, the PIP will focus attention on *organized stakeholder entities* that represent diverse transportation and environmental interests found throughout the State.

Utilizing ongoing public outreach initiatives and general knowledge of transportation-related individuals and groups, a list of individuals or organizations interested in transportation-related issues will be compiled. This list will serve as a master mailing list for notification of meetings and completion of work products related to the Statewide Transportation Plan.

#### ***Environmental Justice – Involving Minority, Low-Income, Elderly, Disabled, and Other Disadvantaged Individuals and Groups***

The Consultant Team and GDOT staff are currently in the process of formulating an approach to ensure that environmental justice concerns are a central part of the SWTP's outreach efforts. Groups covered under environmental justice regulations include those not typically engaged in public planning processes such as low-income, minority, and others. One of the first steps toward this is reflected in the composition of the Stakeholder Advisory Committee (SAC) discussed below. Representation of minorities, disabled,

elderly and low-income groups was and continues to be a key interest in attracting members to the SAC.

Targeted outreach to EJ groups will be a central aspect of outreach efforts during the SWTP's Regional Forums. We recognize that special, local effort needs to be made to reach out to individuals who are traditionally underrepresented in the decision-making process. We will be also be holding Special Issue Focus Group Interviews/Sessions, at least one of which will be specifically to discuss environmental justice. The first such meeting will take place on August 9, 2000 in Atlanta.

**As noted above, discussions are ongoing to formulate strategies to address environmental justice. The PIP will be substantially updated in the near future to reflect additions to the efforts to address environmental justice.**

### ***SWTP Policy Advisory and Technical Advisory Committees***

Outreach activities will also be undertaken to involve GDOT staff, management, and the Commissioner and the Transportation Board; key transportation legislators and staff; and other professional transportation and related entities. The GDOT Policy Advisory Committee has not yet been formed, but the Technical Advisory Committee was formed in November and had its initial meeting on December 1-2, 1999. Subsequent meetings have been held with individuals or small groups. The Technical Committee for the Statewide Transportation Plan is comprised on the following individuals:

- Marta Rosen, Office of Planning;
- Steve Brown, Office of Planning;
- Janide Sidifall, Office of Planning;
- Luke Cousins, Office of Intermodal Programs;
- Steve Kish, Office of Intermodal Programs;
- Hal Wilson, Office of Intermodal Programs;
- Bob Bowling, Office of Planning;
- Cora Cook, Office of Planning;
- Herman Griffin, Office of Programming;
- Dick Graves, Office of Traffic Operations;
- Keith Golden, Office of Traffic Operations;
- Harvey Keepler, Office of Environment/Location;
- Karlene Barron, Office of Communications;
- Peter Hortman, Policy Analysis Bureau;
- Chris Simons, Office of Planning;
- Mike Norris, Office of Planning;
- Georgene Geary, Office of Information Systems;

- Ted Kowal, Office of Information Systems;
- Cindy VanDyke, Office of Planning; and
- Janet Harvey, Office of Planning.

### ***GDOT Stakeholder Advisory Committee***

At the beginning of the Statewide Transportation Plan initiative a group of transportation-related stakeholders was convened. Since this initial meeting of transportation stakeholders, the list of stakeholders has been greatly expanded from 35 to over 100. This expanded group now forms the *Stakeholder Advisory Committee*. The Committee will continue to work with GDOT and the Consultant team in an advisory role to provide continuous feedback on the PIP and ongoing SWTP work products and tasks. The current members the Stakeholder Advisory Committee are shown below:

- |   |  |
|---|--|
| • Aging Services Task Force   | • Georgia Regional Transportation Auth.  |
| • Aircraft Owners and Pilots Assn.  | • Georgia School Superintendents Assn.   |
| • American Association of Retired Persons                                   | • Georgia State Financing and Investment Commission  |
| • American Automobile Assn., Atlanta  | • Georgia State University   |
| • American Automobile Assn., Tampa  | • Georgia Technical Institute  |
| • Appalachian Trail Conference  | • Georgia Transit Association  |
| • Asian Chamber of Commerce   | • Georgia Trust for Historic Preservation  |
| • Asian-American Coalition  | • Georgia – Office of the Governor   |
| • Assn. of County Commissioners of GA                                       | • Georgians for Better Transportation  |
| • Atlanta Bicycle Campaign  | • Georgians for Transportation Alternatives  |
| • Atlanta Board of the Women’s Transportation Seminar – Sycamore Consulting | • Global Risk Managers, Inc.   |
| • Atlanta Business League   | • Governor’s Military Affairs Coord. Cmte.   |
| • Atlanta Hispanic Chamber of Commerce                                      | • Governor’s Office of Highway Safety  |
| • Atlanta Life Insurance Company  | • Greater Atlanta Homebuilders Assn.   |
| • Atlanta Tribune   | • Greyhound Bus Lines  |
| • Atlantans Building Leadership for Empowerment (ABLE)                      | • GRIP Association   |
| • Bellsouth International   | • Institute of Transportation Eng. – GA  |
| • Boston Research Group   | • Integrated Technical Resources, Inc.   |
| • Brown Office Systems Inc.   | • Intouch Telecommunications, Inc.   |
| • Buckhead Area Assn. TMA   | • Jones Worley Design, Inc.  |
| • Carter and Associates   | • Jordan, Jones & Goulding   |
| • Chamber of Commerce, Georgia  | • Kelly Diversified Inc. – disability issues   |
| • Chamber of Commerce, Metro Atlanta  | • Latin American Assn.   |
| • Checker Cab Company   | • Legislative Budget Office – Atlanta  |
| • Chinese Community News  | • MARTA  |
| • City of Atlanta Office of Contract Compliance                             | • Metro Van Pool MPO (Albany-Dougherty, Athens-Clarke, Atlanta, Augusta-Richmond, Glynn Co., Columbus, Macon-Bibb, Rome-Floyd, Savannah-Chatham Co.) |
| • Clean Air Action  | • Minority Business Enterprises, University of Georgia   |
| • Clifton Corridor TMA  | • Myrick Company   |
| • Cobb County Transit   | • NAACP  |
| • CobbRides TMA   | • National Forum for Black Public Adm.   |
| • Conference of Minority Transportation Officials                           | • Norfolk Southern Corporation   |
| • Consulting Engineers Council of Georgia                                   | • Office of Planning and Budget – Atlanta  |
| • CR Clouden Company, Inc.  | • Others: George Boulineau – Douglasville;   |
| • CSRA Business League, Inc.  |  |
| • CSX Transportation  |  |

- Cumberland Trans. Network – Cobb Chamber of Commerce
- Dalton Floor Covering Market Assn.
- Decatur First Bank
- Dept. of Administrative Services
- Dept. of Agriculture
- Dept. of Aviation
- Dept. of Community Affairs
- Dept. of Community Affairs-Rural
- Dept. of Human Resources, Rural/Elderly
- Dept. of Industry, Trade and Tourism
- Dept. of Labor – Welfare to Work
- Dept. of Natural Resources, EPD (2)
- Dept. of Revenue
- Diaz-Verson Capital Investments
- DOBBS, RAM And Company
- Duluth Coach Systems
- E.R. Mitchell & Company
- EGM, Inc.
- Environmental Justice Resource Center
- Environmental Resource Process Management
- Federation of Georgia Homeowners
- Fulton County Business Incubator
- Georgia Agribusiness Council, Inc.
- Georgia Airports Association
- Georgia Assn. of Convention & Visitor Bureaus
- Georgia Assn. of County Agricultural Agents
- Georgia Assn. of Railroad Passengers
- Georgia Black Chamber of Commerce
- Georgia Board of Regents
- Georgia Conservancy
- Georgia Economic Developers Association
- Georgia Emergency Management Agency
- Georgia Environmental Organization
- Georgia Farm Bureau Federation
- Georgia Legislative Black Caucus
- Georgia Minority Supplier Dev. Council
- Georgia Motor Trucking Association, Inc.
- Georgia Municipal Association
- Georgia Oilmen's Association
- Georgia Outdoor Advertising Assn.
- Georgia Ports Authority
- Georgia Poultry Association
- Georgia Power Company
- Georgia Rail Passenger Authority
- Elmer Butler – Clarkesville
- Pathway Communities
- Peachtree National Bank
- PEDS
- Perimeter Transportation Coalition, Inc.
- Post Properties, Inc.
- Premier Limousine
- Quality Business Solutions, Inc.
- RDCs (Atlanta, Coastal, Brunswick, Chattanooga-Hamilton, Coosa Valley, CSRA-Augusta, Lower Chattahoochie, North GA, South GA)
- Regional Business Coalition
- Richport Properties
- Russell-McCloud & Associates
- S.E. Meat Association
- S.L. King & Associates, Inc.
- Shortline Railway Association
- Shortline Railways – Lobbyists
- Sierra Club, Georgia Chapter
- Silver Representative-GA
- Society of Women Engineers
- Southern Coalition for the Advancement of Transportation (SCAT)
- Sun Trust Bank – International Div.
- Teachers as Leaders, Inc.
- The Black Pages
- The Columbus Times Newspaper
- The Housing Authority of the City of Atlanta
- Third World Construction Corporation
- U.S. Army Corps of Engineers
- U.S. Environmental Protection Agency
- U.S. Federal Highway Administration
- U.S. Federal Transit Agency
- U.S. Geological Survey
- U.S. National Park Service, S.E. Reg. Office
- U.S. Poultry & Egg Association
- United Parcel Service
- United Way of Metro Atlanta
- University of Georgia Business Outreach Services
- Urban Land Institute – Atlanta Dist.
- Warner Robbins Dept. of City Dev.
- Women's Legislative Caucus
- Additional Stakeholders??

## **Incorporating Ongoing Transportation Projects and Activities**

In addition to organized stakeholder entities, the PIP will be coordinated, where practical, with ongoing transportation projects and activities such as the:

- Statewide Transportation Improvement Plan (STIP);
- Statewide Bicycle Transportation Plan;
- GDOT ITS Strategic Deployment Plan;
- Partnership for a Smog-Free Georgia (PSG) a program initiated by EPD;
- ARC's Commute Connections;
- SECAP – State Employees Commuter Assistance Program (program of GBA);
- Clean Air Campaign (CAC);
- Framework for Cooperation to Reduce Traffic Congestion and Improve Air Quality;
- Blueprints for Georgia;
- Initiatives related to intercity high-speed and light rail connections;
- Luv the HOV;
- Highway 441 Corridor;
- Highways 319 or 392 Corridor Study?;
- Northern Arc Major Investment Study;
- Georgia Scenic Byways Program;
- Appalachian Scenic Corridor Study;
- Park/ride program users (e.g., *Rideshare – The Georgia Way*);
- NAVIGATOR Deployment Plan;
- Georgia Statewide Aviation System Plan;
- Georgia State Rail Plan; and
- FOCUS 2000 (Georgia Ports).

## **The Stakeholder List Finalization**

A master mailing list will be prepared that draws from existing mailing lists of stakeholder organizations and individuals. The Consultant will prepare a mailing to identified stakeholder entities requesting that they review the list and notify GDOT of any groups that may have been overlooked.

In addition, the Consultant will take existing mailing lists and create a geographical display of where those stakeholders are situated within the State. This will be done by geocoding a map using zip code data. This will readily identify where any “gaps” may exist with the outreach initiatives from a purely geographical viewpoint.

## **The Formal Involvement Opportunities – Identifying Critical Points of Interaction**

While input will be gathered throughout the development of the Transportation Plan, it will be solicited at four critical points in the statewide plan development process:

### ***Stakeholder Advisory Committee Meetings***

As part of the SWTP, the Stakeholder Advisory Committee will be convened at four critical points within the planning process. The first of the four meetings was held the day prior to convening the Statewide Transportation Planning Forum (February 22, 2000, from 2:00 to 4:00 p.m.). The Advisory Committee viewed GDOT's recently completed video, "Georgia, A Statewide Community," received a briefing on the SWTP's scope and the draft PIP, and discussed issues they wanted to be sure were included in the SWTP.

Subsequent meetings of the Advisory Committee will be held after the two rounds of regional public meetings and prior to confirming the direction of the SWTP report. As the SWTP progresses, additional opportunities for stakeholder involvement may also need to occur. The next stakeholder's meeting is scheduled for August 9, 2000 in Atlanta. Subsequent meetings will be held elsewhere in the State.

### ***Statewide Transportation Planning Forum***

The original scope of work for the SWTP envisioned having GDOT staff, Consultants, and members of the Stakeholder Advisory Committee visit several other states to obtain information on comparable statewide planning processes. Instead, it was decided that it would be more effective, efficient and would open up the process to more Georgia participants to bring other state planning officials to Georgia. The Transportation Forum was held February 23-24, 2000. The first day was opened to members of the Stakeholder Advisory Committee, the GDOT Transportation Board, and legislators and staff. The second day was a highly technical meeting for GDOT staff. Transportation planning officials from the following states participated (the reason for the selection of the state is also listed):

- **Florida** – Rapid growth, decentralized bottom-up planning approach, use of technology and statewide modeling system, and application of environmental justice;
- **Maryland** – Smart growth strategies;
- **Minnesota** – Single large metropolitan area with several second tier MPOs; strong state planning role and good government reputation;
- **North Carolina** – Rapid growth; currently initiating statewide planning effort; many passenger rail studies; statewide taxation and revenue sharing plans; strong top-down planning;
- **Pennsylvania** – Quality initiatives and top-down planning approach; and
- **Washington** – Legislatively mandated new institutional structures; single large metro area; and need to cope with revenue reductions recently enacted by referendum.

The topics covered at the meetings included the following:

- **Planning Processes**

- Internal organizational structure, staff size;
- Relationships with MPOs and other agencies;
- Modal responsibilities for planning;
- Public participation strategies; and
- Plan Update.

- **Planning Products**

- Policy or Strategic Plans; Long-range system plan;
- Plan update cycle and products;
- Policy objectives and plan parameters;
- Separate modal plans?; and
- Others including annual or biennial input to the budget process.

- **Tools/Data**

- Facility inventories and needs analysis;
- Demographic and economic data and tools;
- Travel forecasting (passenger and freight);
- Management systems;
- Evaluation tools; and
- GIS.

- **Issues**

- Financing strategies;
- Balancing urban and rural needs;
- Preservation of existing infrastructure and services vs. improvements and expansion;
- Multimodal tradeoffs and balancing;
- Reconciliation of state priorities and concerns with MPOs and local governments in urban areas and counties or other rural entities;
- Freight/intermodal vs. passenger improvements;
- Developing buy-in to process and products within and outside of the DOT;
- Environmental justice; and
- Role and relationship of economic development and land use planning.

### ***Transportation Focus Group Interviews***

Five “special issue” focus groups will be convened to discuss transportation-related issues that would be enhanced by very focused discussion of the issues. Such issues might be alternative modes of travel, environmental justice within transportation planning, transportation issues of the disabled, elderly, poor, as well as a number of possible other issues not yet identified. As mentioned, the first focus group on environmental justice will be held on August 9.

### ***Regional Public Forums***

Two rounds of Regional Public Forums will be held during May 2000 and the spring of 2001 in 12 locations throughout the State. The Service Delivery Regions were used to disperse the Forums throughout the state, ensuring one Regional Forum would occur in each of the Service Delivery Districts. The Regional Forum locations were also divided into two groups dispersed throughout the State base on *urban/metropolitan* and *small town/rural* settings. Specific sites for the Forums were arranged by the GDOT District Offices.

**First Round** – The first round of Regional Public Forums will review preliminary findings from Tasks 4 and 5 of the Plan – economic forecasts and a profile of the existing transportation system. GDOT’s existing vision, mission, and goals based on the 1995 Statewide Transportation Plan will be reviewed by participants, along with a proposed framework for the SWTP. The schedule and location for the first round of the 12 Regional Forums is shown below.

## Schedule for Regional Transportation Planning Forums

GDOT District	Location	Date	Time
<b>1</b>	<b>Athens</b> Athens-Clarke Co. Plng. Dept., 120 Dougherty Street, 30601	Monday, May 8	6:00-8:00 p.m.
	<b>Blairsville</b> N. GA Tech, Blairsville, 434 Meeks Avenue, 30512	Monday, May 8	6:00-8:00 p.m.
<b>2</b>	<b>Augusta</b> Augusta Technical Institute, 3116 Deans Bridge Road, Bldg. 300, 30906	Tuesday, May 16	5:00-7:00 p.m.?
	<b>Dublin</b> Executive Inn & Suites, 2121 Highway, 441 South, 31021	Tuesday, May 16	5:00-7:00 p.m.?
<b>3</b>	<b>Columbus</b> Elizabeth Bradley Turner Continuing Ed. Center, Turner Banquet Hall, College Ave. & Lindsay Dr., Columbus State	Tuesday, May 9	6:00-8:00 p.m.
	<b>Thomaston</b> Flint River Area Technical Institute, Bldg. B, Rooms 130 & 132, 1533 Highway 19 South	Tuesday, May 9	6:00-8:00 p.m.
	<b>Macon</b> Macon State University, Continuing Ed. Auditorium, Continuing Education Bldg., Ivey Drive, Macon	Thursday, May 18	6:00-8:00 p.m.
<b>4</b>	<b>Albany</b> American Legion Post 30, Walter Burt Bldg., 3404 Gillionville Road (SR 234W)	Thursday, May 18	6:00-8:00 p.m.
<b>5</b>	<b>Savannah</b> Metro. Plng. Comm. Bldg., 110 State Street, 31412, Conference Room	Monday, May 15	6:00-8:00 p.m.
	<b>Waycross</b> City Hall, Comm. Chambers, 417 Pendleton Street, 31501	Monday, May 15	6:00-8:00 p.m.
<b>6</b>	<b>Cartersville</b> DOT District Office Auditorium, 500 Joe Frank Harris Pkwy	Thursday, May 11	6:00-8:00 p.m.
<b>7</b>	<b>Atlanta</b> Atlanta Area Technical Institute, 150 Metropolitan Pkwy SW	Thursday, May 11	6:00-8:00 p.m.

**Second Round** – The second round of Regional Public Forums will be convened following the completion of the SWTP Task 7 – Analysis of the Transportation System and prior to finalization of Task 8 – Transportation Recommendations (roughly spring 2001). These Regional Forums will review the results of the systems analysis and the proposed recommendations. The purpose of these Forums will be to discuss the draft recommendations prior to reaching closure. Participants will find it interesting to discuss the long-range statewide transportation strategy for Georgia. This strategy will include a set of policies and standards that can be used to define desired transportation improvements and monitor progress and results; a specific set of transportation programs and projects, including management, operational, and capital actions to achieve the State's multimodal transportation objectives; and a set of recommended institutional changes to allow GDOT to operate more effectively as a multimodal agency, and to function in an entrepreneurial fashion leveraging its return on investment.

### **The Meeting Planning – Getting the Most out of the Process**

A key aspect of public involvement is how meetings are conducted. All meetings will apply an interactive approach. This approach is in stark contrast to the traditional “talking heads” meeting style. Part of each meeting will be centered around this interactive approach. This approach tends to reduce the likelihood of one-on-one confrontations and the domination of meetings by a small group of individuals with strong agendas. Approaches will include informal forums in which attendees are free to move around the room looking at exhibits and engaging project staff in informal discussions. Project graphics will be developed that are creative, of the highest quality, are clear and easy to understand, and utilize state-of-the-art technologies.

Care will be taken that the meeting places are large enough to accommodate a reasonable number of people. Handicap accessibility for all meeting places will be mandatory, as well as access to public transportation, where feasible. Bilingual and hearing-impaired services will be provided upon request.

Sufficient lead time will be planned by the Consultant prior to any scheduled public involvement meeting. This will provide for completing meeting logistics including site identification, reservation, set-up, and clean-up; invitations; and coordination of audiovisual equipment.

For all of the above meetings, development of the meeting strategy, preparation of all meeting materials and presentations will be completed by the Consultant with some assistance by GDOT. In general, the GDOT Project Manager will guide the meeting process and make statements of a policy nature, while the Consultant will deliver technical materials, manage special interactive processes (with active GDOT participation), take meeting notes, prepare draft meeting minutes for GDOT review, and disseminate final minutes.

### **The Media Outreach – Making the Plan a Newsworthy Event**

Effective dissemination of public involvement information will be achieved through nine outreach strategies:

- Coordination with ongoing public involvement processes;
- General media outreach;
- Targeted mailing list;
- Newsletters;
- GDOT web site;
- GDOT 800 access;
- Public Access Channel;
- SWTP logo; and
- GDOT State Communications Director and District Communication Officers.

### ***Coordination with Existing Processes***

Data will be compiled on existing public involvement processes in MPOs, regional planning districts, RDCs, special purpose districts, other relevant state agencies, etc. Wherever possible, outreach activities for this project will be coordinated with and piggy-backed onto such existing processes. At a minimum, these processes will be used as information dissemination outlets for the project-specific events for the SWTP.

### ***General Media Outreach***

In order to ensure the widest possible public participation, project activities, findings and conclusions, meeting schedules will be disseminated through the general media across the state. This will include television, radio, newspapers, and the Internet. Dissemination methods will include formal notices, newsworthy events, public service announcements, mailings, and low-cost advertisements. In order to gain public notice on the SWTP efforts, attention will be focused on key issues in each region of the state. Where possible, high-visibility events revolving around appearances by prominent state personalities (public and private sector) and/or events focused around specific themes will be investigated as part of the public outreach initiative. We will do research to determine the market penetration of key media outlets and select the most appropriate options.

### ***Targeted Mailing List***

In addition to a broad-based involvement strategy, a targeted mailing list of key individual and organized stakeholder entities and other public agencies throughout the state will be developed. This mailing list of stakeholders is discussed at the front section of the PIP. The GDOT Board and Georgia legislative delegation with specific involvement in transportation policy issues will be a part of the mailing list.

### ***Newsletters***

*On Target*, the quarterly newsletter issued by the GDOT Office of Planning, will be the primary agency newsletter for SWTP information dissemination to stakeholders. Special inserts will be provided in the newsletter that provides information on work products and events related to the SWTP. This newsletter is currently distributed to 2,800 GDOT Family of Partners members. As additional stakeholder names are identified, they will be added to this mailing list. Two issues of the newsletter insert have been prepared.

In addition, other newsletters distributed by divisions within GDOT, as well as regional planning agencies, civic, business, trade, and environmental groups will be identified for possible dissemination of SWTP newsworthy information.

### ***GDOT Web Site***

The GDOT web site ([www.dot.state.ga.us](http://www.dot.state.ga.us)) will be used to post up-to-date information on the SWTP's progress. To facilitate ease of use and quick identification of the SWTP on the web site, the SWTP logo will provide a "hot link" to the SWTP information. The web will also be used as a means for receiving SWTP-related inquiries from the public. This web site will serve several purposes for the project including presenting various publications, meeting calendar, meeting coordination, mailing list additions, and public feedback.

The project team envisions a relatively simple start-up web site that will be reviewed and enhanced as needed during the course of the project.

Major elements of the SWTP web site will include the following:

- **Publications** – Typical elements would include a mission statement for the project, project overview, and other publications of a public nature. Selected publications would be viewable on-line or possibly downloadable if appropriate.
- **Contacts** – Selected GDOT staff and consultant team members will be listed, possibly with biographical sketches, and project role and contact information will be provided for each person.
- **Calendar** – The project calendar for the next three to six months would be laid out in a simple text format with all public meetings or events itemized. The events would embed hyperlinks to detail about each event, such as meeting times, dates, and other logistical details.
- **Meeting Notes** – The notes and follow-on documents for a project meeting may be distributed through the web site, either on-line or in printable download files.
- **Mailing List Requests** – Members of the public wishing to join the project mailing lists for notification of meetings or other activities may submit their contact information through the web page in an electronic mail message. A procedure will be put in place to capture the information and ensure that the mailing list databases are updated accordingly.
- **Feedback** – Similar to the mailing list request mechanism, the public can comment or ask questions through the web site using electronic mail. A member of the team and a GDOT staff representative or a "dummy" mailbox will receive copies of the electronic mail messages and resolve these as they appear. This mechanism is short of a full public discussion forum, and it may well be necessary to enhance this aspect of the web site later on in the project.
- **Hit Counter** – The web site will track activity on the site to provide metrics of the usefulness and frequency of use of the site.

It is anticipated that the web site will be accessed through the general DOT web site and will be hosted by the Department, with maintenance by the consultant team. The intent is to manage the entire web site remotely using consultant team resources to the largest extent possible, and accordingly, the web site will be designed to facilitate remote updating. The consultant is responsible for monitoring the site and organizing responses to comments and questions.

The web site was activated in April 2000 in advance of the Regional Forums.

### ***GDOT 800-Number***

GDOT's existing 1-888-419-GDOT number has been adapted for use for the SWTP. This will provide an additional way for people across the State to comment on the SWTP. This number is used through July 2000 to provide information and respond to questions and complaints relative to a project involving the renumbering of highway interchanges. Working with the Communications Department, a menu branch was created to the SWTP for information and comment. The consultant is monitoring responses.

### ***Public Access Television***

GSAMS, GPTV, and Media One will be examined as possible television media outlets.

### ***SWTP Logo***

As part of the need to raise the awareness of the SWTP initiative, a logo and "catch phrase" that are easily identifiable with the work related to the State Plan were developed. The "catch phrase" is *Keep Georgia Moving*. The logo is a globe focused on Georgia, with "atoms" of the different modes of transportation circling around it.

### ***GDOT State Communications Director and District Communication Officers***

To ensure all communication is coordinated across the State and participants in the Plan maintain contact with activities at the local level, the GDOT State Communications Director and District Communication Officers will be closely involved in the SWTP public outreach.

### ***Creating Targeted Issues Focus Groups Utilizing the Members of the Stakeholder Advisory Committee***

(Note: The focus categories listed below are for illustrative purposes only.)

## **How the SWTP Can Best Serve Traditionally Underserved Stakeholders**

- Aging Services Task Force
- Asian Chamber
- Assn. of Retired Persons
- Atlanta Board of Women's Transportation
- ABLE
- Asian-American Coalition
- Conference of Minority Transportation Officials
- Dept. of Human Resources
- Environmental Justice Resource Center
- GA Legislative Black Caucus
- GA Minority Supplier Development Council
- Kelly Diversified Inc. (disability issues)
- Latin American Assn.
- NAACP
- National Forum for Black Public Adm.
- Society for Women Engineers
- Women's Legislative Caucus

## **How the SWTP Can Best Serve Transportation Providers or Organizations**

- Aircraft Owners and Pilots
- AAA
- Atlanta Bicycle Campaign
- Buckhead Area Assn. TMA
- Checker Cab Company
- Clifton Corridor TMA
- Cobb Rides TMA
- CSX Transportation
- Cumberland Transportation Network
- Cobb County Transit
- Duluth Coach Systems
- GA Airports Assn.
- GA Assn. of Railroad Passengers
- GA Motor Trucking Assn.
- GA Oilmen's Assn.
- GA Rail Passenger Authority
- Greyhound Bus Lines
- Housing Authority of City of Atlanta
- MARTA
- PEDS
- UPS

## **How the SWTP Can Best Serve Governmental Entities/Agencies**

- Assn. of County Commissioners of GA
- Appalachian Trail Conference
- DCA
- FHWA
- GA Agricultural Agents
- GA Assn. of Visitors and Convention Bureaus
- GA State Univ.
- GA Municipal Assn.
- GA Office of the Governor
- Governor's Military Affairs Coord. Cmte.
- GRIP
- RDCs
- Warner Robbins Dept. of Comm. Dev.

## **How the SWTP Can Best Serve Business and Industry**

- Atlanta Business League
- Atlanta Life Insurance Co
- Boston Research Group
- Brown Office Systems
- Carter and Associates
- Chamber of Commerce
- CSRA Business League
- Dalton Floor Covering
- Decatur First Bank
- Fulton County Business Incubator
- GA Agribusiness Council
- GA Black Chamber of Commerce
- GA Economic Developers Association
- Greater Atlanta Homebuilders Assn.
- James Worley Design
- Jordan, Jones & Goulding, Eng.
- Sun Trust Bank
- U.S. Poultry & Egg Assn.

## **Ensuring That Critical Historical and Environmental Issues Are Part of the SWTP**

- Clean Air Campaign
- Dept. of Natural Resources
- GA Conservancy
- GA Environmental Organization
- Sierra Club
- U.S. Geological Survey

## **How the SWTP Can Get the Media's Attention and Be a Newsworthy Event**

- Atlanta Tribune
- Bellsouth
- Columbus Times
- The Black Pages
- InTouch Telecommunications
- Atlanta Journal (night) ADD
- Atlanta Constitutions (morning) ADD
- Key District Media Contacts

## SWTP Public Involvement Strategies – Programmed Activities

Activity	Purpose or Role	What	When	How
<b>Transportation Board</b>	<ul style="list-style-type: none"> <li>• Receive updates on Plan's Progress</li> <li>• Affirm SWTP Goals</li> <li>• Affirm Recommendations</li> <li>• Approve Final Plan</li> <li>• Attend outreach meetings as desired</li> </ul>	<ul style="list-style-type: none"> <li>• Participates in SWTP briefing sessions</li> <li>• Considers plan direction and policy decisions</li> <li>• Takes action on SWTP recommendations and final plan</li> </ul>	<ul style="list-style-type: none"> <li>• TBA</li> </ul>	<ul style="list-style-type: none"> <li>• The Board receives an ongoing flow of information including SWTP updates/briefing papers at strategic points, newsletters and meeting notices, etc.</li> <li>• Consultants make presentations to Board at key points</li> <li>• Board is given policy action items for consideration</li> </ul>
<b>Policy Advisory Committee</b>	<ul style="list-style-type: none"> <li>• Key administrative-level GDOT staff serving in an advisory capacity to review and make recommendations on Plan goals, direction, policies &amp; recommendations</li> </ul>	<ul style="list-style-type: none"> <li>• Meeting set up at critical points in Plan's progress with the Policy Advisory Committee for feedback on Goals, Evaluations &amp; Recommendations</li> </ul>	<ul style="list-style-type: none"> <li>• TBA</li> </ul>	<ul style="list-style-type: none"> <li>• Consultants make presentations to committee on Plan goals, direction, policies &amp; recommendations</li> <li>• At critical points, the Adv. Cmte. meets, reviews and makes recommendations on key issues in the Plan; these are transmitted to the Board for affirmation</li> </ul>
<b>Technical Advisory Committee</b>	<ul style="list-style-type: none"> <li>• Key technical-level GDOT staff serving in an advisory capacity to provide technical assessment, input &amp; feedback on Technical Memoranda &amp; other technical issues</li> </ul>	<ul style="list-style-type: none"> <li>• Data Inventory</li> <li>• Integrated Tools System</li> <li>• Sustainable Tools Strategy</li> <li>• Public Involvement Plan</li> <li>• Economic Evaluation</li> <li>• Transportation System Profile</li> <li>• Institutional Evaluation</li> <li>• System Project Demand</li> <li>• Performance Analysis</li> <li>• Evaluate Deficiencies</li> <li>• Recommendations &amp; Final Plan</li> </ul>	<ul style="list-style-type: none"> <li>• TBA</li> </ul>	<ul style="list-style-type: none"> <li>• Consultants forward technical memoranda for review and comment from Technical Committee members</li> <li>• Conduct monthly conference call with core technical group</li> <li>• Attends the Stakeholder Advisory Committee meetings and is provided information that comes out of the SAC's input</li> </ul>
<b>Public Involvement Plan</b>	<ul style="list-style-type: none"> <li>• Create a valid and organized approach to public involvement.</li> <li>• Provide a written document that informs the public about the Public Involvement Program and Process</li> </ul>	<ul style="list-style-type: none"> <li>• Preparing the Public Involvement Plan (PIP)</li> </ul>	<ul style="list-style-type: none"> <li>• Draft – April 2000</li> </ul>	<ul style="list-style-type: none"> <li>• Consultant prepares plan that includes the process and vehicles for public involvement, the key public involvement events, and approach to reaching and informing the public and interest groups</li> </ul>

## SWTP Public Involvement Strategies – Programmed Activities (continued)

Activity	Purpose or Role	What	When	How
<b>Stakeholder Advisory Committee (SAC)</b>	<ul style="list-style-type: none"> <li>• Provide a formal, targeted base of public outreach</li> <li>• Provide input, at strategic points of the SWTP, on specific aspects of the Plan that affect constituent groups such as the elderly, the poor, minorities, transportation providers, business and industry, historical, environmental, governmental groups, etc.</li> <li>• Serve as communication vehicle for publicizing the Plan's activities &amp; progress with constituent groups</li> <li>• Attend Regional Forums</li> </ul>	<ul style="list-style-type: none"> <li>• SAC meetings</li> <li>• Targeted Issues Focus Sessions</li> <li>• Regional Forums</li> <li>• General outreach to constituent groups about the SWTP activities</li> </ul>	<ul style="list-style-type: none"> <li>• See specific meeting narrative for dates</li> </ul>	<ul style="list-style-type: none"> <li>• SAC members are part of the substantive review process for all elements of the SWTP</li> <li>• SAC members will participate in SAC Meetings – see narrative under “SAC Meetings”</li> <li>• SAC members will provide invaluable representation for their respective interest groups through participation in the Targeted Issues Focus Sessions – see narrative under “Targeted Issues Focus Sessions”</li> <li>• SAC members will be formally asked to provide contacts for enhancing outreach efforts for the Regional Forums – see narrative under “Regional Forums”</li> <li>• General Outreach – SAC members contacted by Consultant to publicizing SWTP mtgs. &amp; activities and attend Reg. Forums</li> </ul>
<b>Stakeholder Advisory Committee Meetings</b>	<ul style="list-style-type: none"> <li>• Provide SAC input into the SWTP at critical points within the planning process</li> </ul>	<ul style="list-style-type: none"> <li>• Intro. to SWTP</li> <li>• Review of Reg. Forums</li> <li>• Affirm Approach to Plan</li> <li>• Review Reg. Forums</li> </ul>	<ul style="list-style-type: none"> <li>• Feb. 2000</li> <li>• Aug. 2000</li> <li>• Nov. 2000</li> <li>• May 2001</li> </ul>	<ul style="list-style-type: none"> <li>• SAC Meetings – Information related to SAC meetings will be prepared by Consultants and distributed by GDOT, with Consultants preparing all presentation material</li> </ul>
<b>Targeted Issues Focus Sessions</b>	<ul style="list-style-type: none"> <li>• Provide more in depth discussion of very specific issues related to the SWTP</li> <li>• Gain from the valuable knowledge of the SAC members</li> <li>• More fully develop SWTP issues of importance</li> </ul>	<ul style="list-style-type: none"> <li>• Potential Targeted Issues Focus</li> <li>• Environmental Justice Issues</li> <li>• Transportation Provider Issues</li> <li>• Business &amp; Industry Issues</li> <li>• Intergovernmental Issues</li> <li>• Environment and Historic Issues</li> </ul>	<ul style="list-style-type: none"> <li>• Aug. 2000</li> </ul>	<ul style="list-style-type: none"> <li>• Targeted Issues Focus Sessions – A recommendation is that SAC meetings be broken into two parts. The first part would address overall SWTP issues, with the second part being devoted to a very specific issue, such as environmental justice and how it is being reflected in the plan (additional participants may be added to enhance the discussion). Small discussion groups would be the preferred format (they would have very specific discussion goals)</li> <li>• The exact content and purpose of the Focus Issues Sessions will be determined by the Consultant Team and GDOT</li> <li>• The consultants will prepare all meeting materials and GDOT will distribute the meeting notices</li> </ul>

## SWTP Public Involvement Strategies – Programmed Activities (continued)

Activity	Purpose or Role	What	When	How
<b>Transportation Planning Forum</b>	<ul style="list-style-type: none"> <li>• Provide information on what other state DOTs have done with their SWTP including both technical and outreach</li> <li>• Provide a face-to-face opportunity for GDOT staff, Board members and SAC members to discuss SWTP issues with their transportation planning peers</li> </ul>	<ul style="list-style-type: none"> <li>• A two-day transportation forum (workshop format) with visiting DOT staff from six states</li> </ul>	<ul style="list-style-type: none"> <li>• Feb. 22 – 24, 2000</li> </ul>	<ul style="list-style-type: none"> <li>• Working with staff, the consultants identify states that have undertaken some exemplary transportation planning work with their SWTP (Florida, Minnesota, Maryland, Minnesota, North Carolina, Washington)</li> </ul>
<b>Regional Forums</b>	<ul style="list-style-type: none"> <li>• Provide regionalized public outreach meetings throughout the State</li> <li>• Report on accomplishments since the 1995 SWTP</li> <li>• Expand the mailing list of contacts</li> <li>• Publicize SWTP activities and methods for contact (newsletter, web &amp; 800#)</li> <li>• Provide for more local and targeted input into the SWTP</li> </ul>	<ul style="list-style-type: none"> <li>• First Round (12 meetings)</li> <li>• Approach, Schedule to SWTP</li> <li>• Report card on 1995 Plan</li> <li>• Vision and Goals</li> <li>• Background on Region/Issues</li> <li>• Input and survey of Participants</li> <li>• Second Round (12 meetings)</li> <li>• Recommendations</li> <li>• Input from Attendees</li> </ul>	<ul style="list-style-type: none"> <li>• May 2000</li> <li>• Apr. 2001</li> </ul>	<ul style="list-style-type: none"> <li>• Schedule two sets of Regional Forums at 12 locations throughout the State</li> <li>• Coordinate meetings with District Offices</li> <li>• Send meeting notices to key public officials throughout the state</li> <li>• Notify SAC members to request their attendance at and assistance with publicizing Regional Forums</li> <li>• Notify the media of the upcoming meetings (newspapers, TV, radio)</li> <li>• Undertake an outreach effort that notifies local community groups, particularly EJ-related, about the upcoming meetings</li> <li>• Survey participants on views related to issues addressed by SWTP</li> <li>• Provide feedback on the results of the Regional Forums via the newsletter, web site and 800 number</li> </ul>
<b>Newsletters</b>	<ul style="list-style-type: none"> <li>• Broadly disseminate progress reports on SWTP activities to the public, stakeholders, media</li> </ul>	<ul style="list-style-type: none"> <li>• Kickoff Newsletter</li> <li>• Results of the Reg. Forums Newsletter</li> <li>• Econ. &amp; Systems Evaluation Newsletter</li> <li>• Performance/Deficiencies Newsletter</li> <li>• Recommendations Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>• Apr. 2000</li> <li>• June 2000</li> <li>• Oct. 2000</li> <li>• Jan. 2001</li> <li>• Apr. 2001</li> </ul>	<ul style="list-style-type: none"> <li>• Consultants will provide SWTP newsletter inserts for the On-Target (based on GDOT publication schedule)</li> <li>• Newsletter inserts will provide timely information on key aspects of SWTP's progress highlighting issues of interest</li> </ul>

## SWTP Public Involvement Strategies – Programmed Activities (continued)

Activity	Purpose or Role	What	When	How
<b>Web Site</b>	<ul style="list-style-type: none"> <li>• Provide on-line access to SWTP-related information</li> <li>• Provide on-line access to comment on SWTP activities and receive responses</li> </ul>	<ul style="list-style-type: none"> <li>• A SWTP web site located within the GDOT web home page</li> </ul>	<ul style="list-style-type: none"> <li>• Activate Apr. 2000</li> <li>• Continuous</li> </ul>	<ul style="list-style-type: none"> <li>• Consultant, working with GDOT personnel, sets up SWTP web site link to existing GDOT web site</li> <li>• Consultant uploads information related to key activities of the SWTP</li> <li>• Monitoring, Routing &amp; Responding by Consultant</li> </ul>
<b>800 Telephone</b>	<ul style="list-style-type: none"> <li>• Provide 800 telephone access at “no cost to the public” for SWTP-related information</li> <li>• Provide telephone access for comments on SWTP activities for those who do not have access to the web or prefer accessing via the telephone</li> </ul>	<ul style="list-style-type: none"> <li>• A SWTP 800 telephone number</li> </ul>	<ul style="list-style-type: none"> <li>• Activate May 2000</li> <li>• Continuous</li> </ul>	<ul style="list-style-type: none"> <li>• Consultant, working with GDOT personnel, expands the existing 800 number being used for the “Exit Renumbering” to include access related to the SWTP</li> <li>• Monitoring, Routing &amp; Responding by Consultant</li> </ul>
<b>Speakers Bureau</b>	<ul style="list-style-type: none"> <li>• Provide speakers at the District level to talk about the SWTP</li> <li>• Expand the outreach of the SWTP contact at the local level</li> </ul>	<ul style="list-style-type: none"> <li>• Provide speakers (GDOT personnel) at the District level who are comfortable speaking with the media and to organized groups</li> <li>• Particular emphasis for outreach to EJ-related groups</li> </ul>	<ul style="list-style-type: none"> <li>• Continuous</li> </ul>	<ul style="list-style-type: none"> <li>• Provide appropriate materials (Speaker’s Kit)</li> <li>• Identify venues for public outreach</li> <li>• Publicize the existence of the Speaker’s Bureau</li> <li>• Assess its success and measure its impact</li> </ul>

## Proposed Additional Outreach Initiatives (DRAFT)

Activity	Purpose or Role	What	When	How
<b>Public Relations/Marketing Assistance</b>	<ul style="list-style-type: none"> <li>Assist in the design of an effective media and public outreach campaign to reach a larger cross-section of Georgians</li> </ul>	<ul style="list-style-type: none"> <li>A firm that can assist in structuring an economical approach to using the media and eye-catching/innovative techniques and materials for public dissemination</li> </ul>	<ul style="list-style-type: none"> <li>Early summer 2000</li> </ul>	<ul style="list-style-type: none"> <li>Consultant will take the lead in exploring the use of a public relations firm specifically tailored to enhance the marketing and visibility of the SWTP outreach efforts</li> <li>Ensure that the firm(s) are capable of addressing issues related to environmental justice</li> </ul>
<b>Training Session on “The Nuts and Bolts of Public Outreach”</b>	<ul style="list-style-type: none"> <li>Enhance GDOT’s effectiveness in reaching out to the public particularly underrepresented groups</li> <li>Enhance GDOT’s effectiveness in using the media to support its outreach efforts</li> </ul>	<ul style="list-style-type: none"> <li>A two-day training session offered for appropriate GDOT personnel (Central and District Offices)</li> </ul>	<ul style="list-style-type: none"> <li>Midsummer</li> </ul>	<ul style="list-style-type: none"> <li>Solicit input from GDOT personnel as to the types of training most needed</li> <li>Identify appropriate communications training personnel</li> <li>Schedule and organize the training session</li> </ul>
<b>Media Day</b>	<ul style="list-style-type: none"> <li>Brief the media about the SWTP (and other GDOT activities)</li> <li>Exchange ideas as to how GDOT can be most effective in its media outreach</li> <li>Strengthen or build relationships with the media</li> </ul>	<ul style="list-style-type: none"> <li>A half-day “Media Day” organized around the varying types of media (newspapers, TV, radio, the web, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Midsummer</li> </ul>	<ul style="list-style-type: none"> <li>Discuss the idea and strategies for a media day with the GDOT Communications Office</li> <li>Determine who is to be invited</li> <li>Schedule and organize the event</li> </ul>
<b>Traveling Transportation Display</b>	<ul style="list-style-type: none"> <li>Provide a portable display of the SWTP and other GDOT activities suitable for use at conferences, festivals, malls, schools, etc.</li> </ul>	<ul style="list-style-type: none"> <li>A table-size display (typically 3 panels) with appropriate display boards and information packets; may include video player for showing transportation video</li> <li>Each District and the Central Office would have one</li> </ul>	<ul style="list-style-type: none"> <li>Continuous</li> </ul>	<ul style="list-style-type: none"> <li>Discuss the idea of the display with the end users (GDOT personnel)</li> <li>Identify the best source for the actual display boards</li> <li>Prepare the display materials (and provide updated material as it becomes available)</li> <li>Brief the users about the “care and feeding” of the display</li> </ul>
<b>Public Access TV</b>	<ul style="list-style-type: none"> <li>Extend the public outreach via television</li> </ul>	<ul style="list-style-type: none"> <li>Use GSAMS, GPTV and Media One to expand the SWTP presentation outreach</li> </ul>	<ul style="list-style-type: none"> <li>Continuous</li> </ul>	<ul style="list-style-type: none"> <li>Investigate the feasibility and outreach potential</li> <li>Assist with the “message” and presentation format</li> <li>Organize the effort and conduct the presentations</li> </ul>

## Proposed Additional Outreach Initiatives (DRAFT) (continued)

Activity	Purpose or Role	What	When	How
<b>Special Public Events</b>	<ul style="list-style-type: none"> <li>• “Going to the Public”</li> <li>• Outreach to the public at places where THEY gather or frequent such as festivals, malls, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• A display and distribution of SWTP information at key local, regional, and statewide events such as County Commissioners and Mayors conferences, ethnic festivals, transit conference, minority sponsored events.</li> </ul>	<ul style="list-style-type: none"> <li>• Continuous</li> </ul>	<ul style="list-style-type: none"> <li>• Identify what local, regional and statewide events would be most useful to have a presence</li> <li>• Identify the most appropriate Central or District personnel to staff the event</li> <li>• Coordinate the preparation and delivery of the display and materials</li> </ul>
<b>SWTP Transportation Conference</b>	<ul style="list-style-type: none"> <li>• Provide a focused event for discussion of a variety of transportation issues affecting the SWTP (including land use, environmental, economic, etc.)</li> <li>• Specifically target EJ as a conference issue</li> <li>• Provide an opportunity to weave the activities and vision of the RDCs and MPOs cohesively into the SWTP</li> </ul>	<ul style="list-style-type: none"> <li>• A major (two-day) SWTP transportation conference occurring while SWTP ideas are being formulated</li> </ul>	<ul style="list-style-type: none"> <li>• Fall 2000</li> </ul>	<ul style="list-style-type: none"> <li>• Determine the topics and invitees</li> <li>• Organize the conference</li> </ul>
<b>Public Opinion Survey</b>	<ul style="list-style-type: none"> <li>• Expand the opportunities for public input into the SWTP</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct a public opinion survey of issues on which public opinion is important to measure</li> </ul>	<ul style="list-style-type: none"> <li>• Fall 2000</li> </ul>	<ul style="list-style-type: none"> <li>• Determine the best method for surveying and the statistical validity of the approach used</li> <li>• Prepare the survey, test it, distribute it and tabulate it</li> </ul>
<b>Additional Publicity Materials</b>	<ul style="list-style-type: none"> <li>• Raise the visibility of the SWTP</li> </ul>	<ul style="list-style-type: none"> <li>• Create outreach materials for distribution to the public and media</li> </ul>	<ul style="list-style-type: none"> <li>• Continuous</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare the publicity materials</li> </ul>
<b>Publicizing the Plan</b> <ul style="list-style-type: none"> <li>• Newspaper Supplement</li> <li>• Plan Brochure</li> <li>• Plan Video</li> </ul>	<ul style="list-style-type: none"> <li>• Raise the visibility and knowledge of the SWTP</li> </ul>	<ul style="list-style-type: none"> <li>• Provide user-friendly and informative summary of the SWTP for broad distribution throughout the State in the form of a newspaper supplement, brochure and/or video</li> </ul>	<ul style="list-style-type: none"> <li>• July 2001</li> </ul>	<ul style="list-style-type: none"> <li>• Decide on the best method for getting information about the completed SWTP out to the public</li> <li>• Prepare the materials and distribute</li> </ul>